



COLLEGE RADIO CORPORATION

September 22nd, 1954

Dear Station Manager:

Enclosed is basic information about the new "Career Hour" program series, mentioned in previous newsletters. Your station has been selected by national business firms to carry this program.

With this letter are:

- ~ 1) Copies of the agreement covering the "Career Hour" (see instructions for returning agreements below)
- ~ 2) A master program format containing the "live" opening and closing announcements, plus production instructions
- ~ 3) The commercial announcements received so far for your station.

What the "Career Hour" is: Basically, the "Career Hour," serving as a campus listening post for job opportunities for graduating seniors, will include the following features:

- 1) Semi-classical and classical music (this may include occasional show music, such as Victor Herbert and Strauss waltzes, but no popular music).
- 2) Bulletins from the campus Placement Office or occasional appearances on the program by your Placement Officer.
- 3) One-minute spot announcements provided by major business and industrial firms.
- 4) Mention of each firm's name during each daily program as a "co-sponsor" (although the paid participating minute spots will usually be scheduled only once a week per firm).
- 5) Brief interviews with personnel recruiters from each firm (but not more than two per year per firm).
- 6) Broadcast of a short talk by a representative of each firm (but not more than one per year per firm).

Please read over the enclosed agreement carefully. If acceptable, sign and return to us 3 copies. Keep one copy for your files. Send us the acceptance copies immediately so we'll know you're ready to go. If for any reason your station will not be able to carry the "Career Hour," please wire us to that effect promptly.

(See attached) ~~"Career Hour" programs should be scheduled daily, Mondays through Fridays, so that they begin between 8:45 p.m. and 10:30 p.m. Please make each daily program no less than a half-hour in length. As announcements are still being offered for sale in this program, additional firms may join the group in a few weeks.~~

For your theme, use a slow, majestic selection which may be easily identified. Use it for every program - for opening and for closing.

We will provide you with broadcast affidavit forms during the ~~last~~ ^{first} week of each month. If you fail to receive these forms by the 5th of any month, it is your responsibility to advise us accordingly.

This program will be watched closely by many of the top business and industrial firms doing college recruiting. If it runs smoothly and develops a large listenership, we can expect more participating firms this year, and renewals next year. But your cooperation is absolutely essential to success of this series. Two simple steps in particular will help:

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Get in touch with your campus Placement Officer immediately. Tell him about the "Career Hour". Ask him to supply you with bulletins as to what recruiters will be visiting your campus, and invite him to appear on the "Career Hour" to talk on such subjects as job-interview techniques, and so on. HIS COOPERATION IS ESSENTIAL if this is to become an annual program. Firms participating in the program on your station will be asking your Placement Officer for his opinion of the show - if he's a part of it, he'll think highly of it.

Please have the "Career Hour" written up in your campus paper. Send us any clippings on this new series - they will be of great value in selling the series to additional firms. You must let seniors know this program is on the air. We also suggest promotional spot announcements during the first few weeks; report times of broadcast of such spots to us.

In conclusion:

- 1) familiarize yourself with the program requirements
- 2) fill in and return all copies of the agreement except one
- 3) talk to your Placement Officer promptly
- 4) promote the program on your campus

If you have any questions, please write to us.

Sincerely yours,

COLLEGE RADIO CORPORATION